

Substitute Form PTO-1449 (Modified) Information Disclosure Statement by Applicant (Use several sheets if necessary) (37 CFR §1.98(b))	U.S. Department of Commerce Patent and Trademark Office		Attorney Docket No. 24491-0004001	Application No. 10/635,387
	Applicant Sev K. H. Keil et al.			
	Filing Date August 6, 2003		Group Art Unit 3623	

U.S. Patent Documents							
Examiner Initial	Desig. ID	Document Number	Publication Date	Patentee	Class	Subclass	Filing Date If Appropriate
	1	5,041,972	08/20/1991	Frost			
	2	5,124,911	06/23/1992	Sack			
	3	5,583,763	12/10/1996	Atecheson et al.			
	4	5,974,396	10/26/1999	Anderson et al.			
	5	6,012,051	01/04/2000	Sammon et al.			
	6	6,029,195	02/01/2000	Herz			
	7	6,134,532	10/17/2000	Lazarus et al.			
	8	6,208,989	03/27/2001	Docketer et al.			
	9	6,236,975	05/22/2001	Boe et al.			
	10	6,236,978	05/22/2001	Tuzhilin			
	11	6,298,348	10/02/2001	Eldering			
	12	6,321,221	11/20/2001	Bieganski			
	13	6,826,541	11/30/2004	Johnston et al.			
	14	2002/0087388	07/04/2002	Keil et al.			
	15	2002/0065721	05/30/2002	Lema et al.			
	16	2002/0026390	02/28/2002	Ulenas et al.			

Foreign Patent Documents or Published Foreign Patent Applications								
Examiner Initial	Desig. ID	Document Number	Publication Date	Country or Patent Office	Class	Subclass	Translation	
							Yes	No

Other Documents (include Author, Title, Date, and Place of Publication)		
Examiner Initial	Desig. ID	Document
	17	"The ACA/HB Module for Hierarchical Bayes Estimation", <i>Sawtooth Software, Inc.</i> (August 1999)
	18	Magidson, Jay, and Vermunt, Jeroen K., "Latent Class Models"
	19	"The CBC Latent Class Technical", <i>Copyright 2000, Sawtooth Software, Inc.</i>
	20	Acatech, "Adaptive Conjoint Analysis" (Version 4), <i>Copyright Sawtooth Software, Inc. (April 1993)</i>
	21	McCullough, Dick, "Trade-off Analysis", <i>A Survey of Commercially Available Techniques</i>

Examiner Signature	Date Considered
EXAMINER: Initials citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

Substitute Form PTO-1449 (Modified)	U.S. Department of Commerce Patent and Trademark Office	Attorney Docket No. 24491-0004001	Application No. 10/635,387
Information Disclosure Statement by Applicant (Use several sheets if necessary) (37 CFR §1.98(b))		Applicant Sev K. H. Keil et al.	
		Filing Date August 6, 2003	Group Art Unit 3623

Other Documents (include Author, Title, Date, and Place of Publication)		
Examiner Initial	Desig. ID	Document
	22	Srinivasan, V. and Su Park, Chan "Surprising Robustness of the Self-Explicated Approach to Customer Preference Structure Measurement," <i>Journal of Marketing Research</i> , Vol. XXXI/v (May 1997), 286-291
	23	Wittink, Dick R. and Keil, Sev K. "Continuous Conjoint Analysis"
	24	Huber, Joel, "What We have Learned from 20 Years of Conjoint Research": <i>When to use Self-Explicated, Graded Pairs, Full Profiles or Choice Experiments</i>
	25	2001 Conference Presentations Set (Spring 2001), <i>Sawtooth Solutions</i>
	26	Orma, Bryan "Helping Managers Understand the Value of Conjoint", <i>Copyright, Sawtooth Software, 1996</i>
	27	Pinnell, Jon and Olsen, Pam "Using Choice-Based Conjoint to Assess Brand Strength and Price Sensitivity", <i>Copyright 1996, Sawtooth Software</i>
	28	Pinnell, Jon (1994) "Multistage Conjoint Methods to Measure Price Sensitivity"
	29	Dawson, Neal V. (91-94) "A Model of Patients' Preferences in Serious Illness", http://www.ahcpr.gov/clinic/medteprp/list8.htm , (Download date 3/30/01)
	30	Marketswitch: "Our Industry", http://www.marketswitch.com/products/industry.html , (Download dated 4/11/01)
	31	Kanninen, Barbara, K. (1/1/00-6/30/02) "Optimal Experimental Design for Nonmarket Choice Experiments", http://www.espa.gov/ncerga_abstracts/grants/99/deci/kanninen.html , (Download dated 4/11/01)
	32	Rollins, Kimberly and Beckett, Alexandria, "Using a Random Utility Model to Measure Willingness to Pay for Public Attributes of Green Goods: Implications for Market Provision of Environmental Quality", <i>International Institute of Fisheries Economics and Trade, Microbehavior and Macroresults IIFET 2000</i> , http://ors.edu/Dept/IIFET/2000/abstracts/rollins.html (Download date 4/11/01)
	33	Ardila, Sergio, Quiroga, Ricardo and Vaughan, William J. (12/98m ENV-126, E) Publications "A Review of the Use of Contingent Valuation Methods in Project Analysis at the Inter-American Development Bank", http://www.iadb.org/sds/publication/publication_178_e.htm (Download date 4/11/01)
	34	Understanding Market Segmentation, Technical Paper From DDS Research, http://www.dssearch.com/marketsegment/Library/Segment/understanding.asp
	35	Tyner, Mary Jane and Weiner, Jonathan – MACRO – "Optimal Pricing Strategies Through Conjoint Analysis", http://www.macroinc.com/html/art/s_opt.html (Download date 4/10/01)
	36	"Customer Targeting Models", <i>Opti-Market Consulting</i> , http://www.opti-market.com/targeting.htm (Download date 4/10/01)
	37	Johnson, Chad, Methodologies and Capabilities: "Market stimulation software becomes smarter all the time", <i>Answers Research, Inc.</i> http://answersresearch.com/methodologies/article5.html (Download 4/10/01)
	38	Market Research Application Example, "Conjoint Analysis: <i>The Pressure</i> ", Statistics & Operations Research, http://www.sas.com/rnd/app/du/market/mraexsim.html (Download date 4/10/01)
	39	"Research Triangle Institute: Conjoint Analysis Software Tools", http://www.rti.org/difference/conjoint_tools.cfm (Download date 4/10/01)

Examiner Signature	Date Considered
EXAMINER: Initials citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

Substitute Form PTO-1449 (Modified) Information Disclosure Statement by Applicant (Use several sheets if necessary) (37 CFR §1.98(b))	U.S. Department of Commerce Patent and Trademark Office		Attorney Docket No. 24491-0004001	Application No. 10/635,387
	Applicant Sev K. H. Keil et al.			
	Filing Date August 6, 2003		Group Art Unit 3623	

Other Documents (include Author, Title, Date, and Place of Publication)		
Examiner Initial	Desig. ID	Document
	40	Decision Support Inc., A Full Service Market Research & Consulting Firm, "Services Offered" http://www.decisionsupportinc.com/services.html (Download date 4/10/01)
	41	Landsend.com, "My Personal Shopper: Like having a personal wardrobe" http://www.landend.com/vpsEntry.cgi?mode=GRAPHIC&refer=c.../&sid=098702323344 (Download date 4/11/01)
	42	Direct1.com "About Direct1" http://direct1.com/company/whatdowedo.html (Download date 4/3/01)
	43	Discretechoice.com "White Paper: Sample Discrete Choice Analysis", http://www.discretechoice.com/analysis.html (Download date 1/2/01)
	44	Minetheme Knowledge Bank "Information: that Inspires". http://www.mindtheme.com/knowledge/trst.asp (Download 4/10/01)
	45	Dominator 2000 TM Market Stimulation Model From DSS Research, "Dominator 2000 TM " http://dssresearch.com/library/Dominator/dominator.asp (Download date 4/10/01)
	46	Conjoint Analysis Tools, http://www.whitehorse.com.au/~prosoft/statist.htm (Download date 2/14/01)
	47	Johnson, Richard M., Sawtooth Technologies: "Trade-Off Analysis of Consumer Values" reprinted from <i>Journal of Marketing Research</i> , published by the American Marketing Association, Vol. 11 (May 1974), pp. 121-127, http://www.sawtooth.com/news/library/articles/johnson.htm (Download 2/14/01)
	48	McCullough, Dick "The Cake Method: A Proprietary Hybrid Conjoint Approach", Macro Consulting, Inc. http://www.macroinc.com/html/art/s_cak.html (Download date 12/6/00)
	49	ACA, "Adaptive Conjoint Analysis", http://www.sawtoothsoftware.com/ACA.htm (Download date 11/30/00)
	50	Analysis: Conjoint Case Example From DSS Research - Marketing Research For..., http://www.dssresearch.com/conjoint/CaseExample/Analysis.asp (Download date 4/2/01)
	51	A Review of Conjoint Analysis, Technical Paper From DSS Research: "Understanding Conjoint Analysis", http://www.dssresearch.com/conjoint/Library/Conjoint/conjoint.asp (Download date 4/2/01)
	52	Novak, Tom "Online Exercises: Design Your Own Movie Theater Using Conjoint Analysis", Interactive Exercises, http://www2000.ogsm.vanderbilt.edu/novak/conjoint-Movies/ (Download date 4/11/01)
	53	Mangen Research Associates, Inc., (1999) "Introduction to Conjoint Analysis", http://www.mraic.com/conj_intro.html (Download date 2/14/01)
	54	Sawtooth Software, "Conjoint Analysis: ACA Description", http://www.sawtoothsoftware.com/aca.shtml (Download date 2/14/01)
	55	Mangen Research Associates, Inc. (1999) "Correlation of Estimates - Conjoint Analysis", http://www.mrainc.com/estimate_conj.html (Download date 1/2/01)
	56	Online Insight - Thanks for your time, file:///D:/StartHere.html (Download date 12/18/00)
	57	Bajaj, Akhilesh. "Factors Relevant to Senior Information Systems Managers' Decisions to Adopt New Computing Paradigms: An Exploratory Study," 1998 [retrieved from Internet: http://lost-contact.mit.edu/afs/net/project/afs32/andrew.cmu.edu/supa/wpapers/1998]
	58	Kislinger, Gunter. "Die Anwendung des Teilnutzenwertmodells in der Marktsegmentierung," Karl-Franzens-Universitaet Graz (Austria), 1990 [retrieved from Proquest]

Examiner Signature	Date Considered
EXAMINER: Initials citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

Substitute Form PTO-1449 (Modified)	U.S. Department of Commerce Patent and Trademark Office	Attorney Docket No. 24491-0004001	Application No. 10/635,387
Information Disclosure Statement by Applicant (Use several sheets if necessary) (37 CFR §1.98(b))		Applicant Sev K. H. Keil et al.	
		Filing Date August 6, 2003	Group Art Unit 3623

Other Documents (include Author, Title, Date, and Place of Publication)		
Examiner Initial	Desig. ID	Document
	59	Lau, Kin-nam. "Evaluating Consumer Preferences for Existing Multiattribute Products: A Non-Metric Approach," College of Business Administration, North Dakota State University, 1993 [retrieved from Internet]
	60	Bajaj, Akhilesh, "A Study of Senior Information Systems Managers' Decision Models in Adopting New Computing Architectures", Journal of the Association for Information Systems, June 2000 [retrieved from Internet]
	61	Reibstein et al. "Conjoint Analysis Reliability: Empirical Findings," Marketing Science, Summer 1988 [retrieved from JSTOR]
	62	Green et al. "Conjoint Analysis in Consumer Research: Issues and Outlook," The Journal of Consumer Research, Sept 1978 [retrieved from JSTOR]
	63	Desarbo et al. "Three-Way Multivariate Conjoint Analysis," Marketing Science, Autumn 1982 [retrieved from JSTOR]
	64	Griffin et al. "The Voice of the Customer," Marketing Science, Winter 1993 [retrieved from JSTOR]
	65	P.E. Green, V. Srinivasan, "Conjoint analysis in marketing: new developments with implications for research and practice", The Journal of Marketing, 1990
	66	Proceedings of the 2000 Sawtooth Software Conference, Sequim Washington, pp. 1-268
	67	Paul E. Green and Abba M. Krieger, "Individualized Hybrid Models for Conjoint Analysis", Management Science, Vol. 42, No. 6 (June 1996), pp. 850-857
	68	Paul E. Green, Abba M. Krieger and Manoj. K. Agarwal, "A Cross validation test of our models for quantifying multiattribute preferences" Marketing Letters, Publisher Springer Netherlands, ISSN 0923-0645 (Print) 1573-059X (Online), Issue Volume 4, Number 4 / October, 1993
	69	René Y. Darmona and Dominique Rouzies, Internal Validity of Conjoint Analysis Under Alternative Measurement Procedures, Volume 46, Issue 1, September 1999, pp. 67-81
	70	B. Orme, WC King, "Conducting full-profile conjoint analysis over the internet", accessed May 1998 - business.nmsu.edu
	71	A Review of Conjoint Analysis," July 1998 [retrieved from http://dssresearch.com/library/conjoint/conjoint.htm]
	72	Cattin et al. "Commercial Use of Conjoint Analysis: A Survey," Journal of Marketing, Summer 1982 [retrieved from Dialog]
	73	Green et al. "New Techniques for Measuring Consumers' Judgements of Products and Services," September 1974 [retrieved from Internet]
	74	"Active Buyers Guide", Active Decisions, Inc. (2002)
	75	"Active Sales Assistant", Active Decisions, Inc. (2001)
	76	"eBranding Study: Oneline Insight & Accenture - "What is Conjoint?", http://www.onlineinsight.com/ebranding/conjoint.html], (04/27/2001)
	77	Paul, Larren, "1 to 1 Marketer" [www.1to1.com/Building/CustomerRelationships/entry.jsp?REQUESTED_URL], (05/31/2001)
	78	Copy of Office Action issued in U.S. Serial No. 09/754,612 mailed 11/03/2004, 12 pages
	79	Copy of Office Action issued in U.S. Serial No. 09/754,612 mailed 12/15/2005, 12 pages

Examiner Signature	Date Considered
EXAMINER: Initials citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

Substitute Form PTO-1449 (Modified)	U.S. Department of Commerce Patent and Trademark Office	Attorney Docket No. 24491-0004001	Application No. 10/635,387
Information Disclosure Statement by Applicant (Use several sheets if necessary) (37 CFR §1.98(b))		Applicant Sev K. H. Keil et al.	
		Filing Date August 6, 2003	Group Art Unit 3623

Other Documents (include Author, Title, Date, and Place of Publication)		
Examiner Initial	Desig. ID	Document
	80	Copy of Office Action issued in U.S. Serial No. 09/754,612 mailed 10/18/2006, 15 pages
	81	Copy of Office Action issued in U.S. Serial No. 09/754,612 mailed 07/09/2008, 19 pages
	82	Copy of Office Action issued in U.S. Serial No. 09/754,612 mailed 04/02/2009, 12 pages

Examiner Signature	Date Considered
EXAMINER: Initials citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	